

Kawasaki

FOCUS

2ND ISSUE 2007



EQUIPPING FOR SUSTAINED SUCCESS

KAWASAKI 115ZV-2 INTRODUCTION • TU-CO PEAT, INC. • KINSELLA QUARRIES

KAWASAKI KEEPS IT SIMPLE.



Since 1962, Kawasaki has been listening to and learning from customers and dealers in the field. As a result, Kawasaki wheel loaders continue to evolve, with a constant focus on one thing — producing the most durable, most efficient, most dependable machines possible.

EASY TO OPERATE.

In a world of increasing demands, tighter deadlines, shrinking budgets and complicated contracts, better efficiency and greater productivity are a must. Innovative high-tech features on all Kawasaki wheel loaders allow the operator to adapt to the environment and the application right from the cab.

EASY TO MAINTAIN.

Diagnostic and operational modules monitor fluids and filters, and constantly provide information on everything from engine and transmission codes to location, hours, alarm sensors and machine performance data.

EASY TO DO BUSINESS WITH.

No run-arounds. No layers and layers of management. No distractions from competing product lines. Wheel loaders are our only business. Got a question? We'll get you an answer. Need a part? It's on its way. Quickly. Kawasaki offers flexible warranty programs, a state-of-the-art parts distribution system, an in-house rebuild center, and an experienced, knowledgeable support staff, focused on serving you.

The independent dealers that represent and support Kawasaki loaders are experts in their markets and are dedicated to providing you with the best service available.

Together, we are committed to making your investment in a Kawasaki loader a sound business decision that will pay dividends for years to come.

KAWASAKI. ONE FOCUS. COMPLETE SOLUTIONS.

Kawasaki

Kawasaki Construction Machinery Corp. of America

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Tel: (770) 499-7000 • Fax: (770) 421-6842

www.kawasakiloaders.com



RUGGED & DEPENDABLE

115ZV-2 WILL KEEP YOUR OPERATIONS HUMMIN'

Boost your production levels with the new Kawasaki 115ZV-2 wheel loader. With an increased torque capacity of 25 percent over the previous transmission and featuring a 463-horsepower, emissions-compliant Cummins engine, this newest addition to our wheel loader fleet also boasts a redesigned ROPS cab with operator-friendly features such as Adjustable Declutch, Dual Boom Kickout Control, and Dual Mode Engine Switch.

K-Lever joystick steering replaces the steering wheel to significantly reduce operator fatigue and increase productivity in cycle times. The new Lock-Up Clutch helps reduce cycle times and increases fuel and production efficiency. And our Autobrake feature, a requirement in Canada, protects the loader's transmission from overspeeding.

Other features include:

- **Wet Disc Parking Brakes**
- **Air Conditioning as standard**
- **7.9 – 8.5 cubic yard bucket**
- **Ride Control Option**
- **Single Lever Hydraulic Control Option**
- **Automatic powershift transmission with four forward and three reverse speeds**
- **Outboard-mounted, dual circuit wet disc brakes for reliability and long service life**
- **Heavy-duty differentials for longer tire life and less wheel spin**
- **Transmission has helical gears which reduce noise level and vibration**
- **Engine cooling system with hydraulic fan for efficient cooling**
- **MODM (Machine Operation Diagnostic Module) provides essential operations and diagnostic information in an easy-to-read LCD display.**

For more information, come by our dealership or go online to www.kawasakiloaders.com.



Loaders feed materials through a grinder to ensure a uniform texture.



85ZV-2S

HELP BREATHE NEW LIFE INTO TU-CO PEAT

Producing the best custom soil mixtures and providing the right medium in which new life can grow — these two missions apply to the products that Tu-Co Peat sells; as well as the goals of the company's new management team.

Tu-Co Peat, Inc. of Sebring, Florida, has been in business for over 24 years. Ever since new ownership took over a year ago, there has been a fresh buzz with their competitors, vendors, nurseries, design companies, golf courses, and land developers. Tu-Co Peat has definitely brought a new mix to the market — in more than one sense of the word.

NEW EQUIPMENT

"When we started, we didn't know much about heavy equipment," says Lisa Hudec, President. "When we got here, everything seemed to be broken and there wasn't a protocol to follow to get repairs done". "Employees used to order parts without getting approval," adds Eduardo Oliva, Logistics Manager. "It made us want a system to keep things in order."

The new management realized they needed more dependable equipment if they were going to improve customer service, as well as become more efficient, expand their output, and become more profitable. So

they called in their vendors and asked all kinds of questions. "We spent a lot of time with each vendor," says Lisa Hudec. "It was educational for us and, for some vendors, they discovered an exciting new way to do business with Tu-Co Peat."

Doing their homework, Tu-Co Peat investigated a variety of wheel loaders, to help decide if they would continue with Case machines. After having their operators test-drive five different brands, the clear winner was Kawasaki. Price, specs, cab visibility, and dealer service all played into the final decision.

ARE THEY HAPPY WITH THE 85ZV-2S?

"We believe in our Kawasakis so much that we took our Case loaders and put them up for auction," states Manny Perez, General Manager. "Our Kawasakis don't go down. When we have had a few minor issues, GS Equipment, our local dealer, takes care of them."

"Our operators love the new loaders," says Oliva. "Each machine is used by the same operator each shift. We're really pushing daily maintenance as we want them to last. Every operator is responsible for inspecting, cleaning, and lubing their own machine. They are easy to operate and easy to maintain."

NEW MANAGEMENT STYLE

When new management first took over, they sought to increase efficiency where 'mañana' was no longer acceptable and turnover was inevitable. Within the first month, hourly salaries were raised, paid medical benefits were introduced, and the facility was cleaned up and re-organized for better work flow. Employees soon realized that the company was getting ready to move to the next level — and the upside was that more employees wanted to stay and be a part of it.

NEW PEAT MINE

Just prior to the sale of Tu-Co Peat to new owners, permitting had finally been approved to mine a new peat bog (see sidebar on page six). In January 2007, Tu-Co Peat began harvesting the new property, with amazing results.

Manny Perez says, "I've talked to hundreds of people at various shows and no one has seen peat like this in 25 years. Many companies don't use real peat; they use compost-derived materials. Our products are superior because we use the real thing. Even with our mixes, the biggest thing that distinguishes us from the competition is our service. A nursery can call us at 4:00 in the afternoon to place an order.



Manny Perez, General Manager, Tu-Co Peat, and Lisa Hudec, President.

And we'll have a load at their nursery by 7:00 the next morning. This is one of the industry standards we are raising the bar on."

Currently, the company sells thousands of yards of potting soil daily, using two shifts. At present, their delivery area ranges from Lake County, which is just north of Orlando, to Monroe County and the Keys. Thanks to their current machines, new technology, and excellent customer service, the company is growing their customer base and geographic area of delivery daily.

THE NEXT LEVEL

The next big step is Super Max — a 1.3-million-dollar, in-line, computer-run blender, complete with hoppers to hold multiple soils, mixing materials, and amendments. Currently, orders are custom-blended by

the wheel loader operators, then fed into a mixing machine to ensure a consistent texture. Trucks are loaded directly from the mixer or from the wheel loader. Using these methods, it can take between 30 to 45 minutes to complete an order. In contrast, Super Max will cut that time in half, if not more.

Customers' special blends will be computerized, and once Super Max receives the command, all the loaders will need to do is keep the hoppers loaded and the various storage areas organized. The 85ZV-2s already have specially made 8 cubic-yard buckets in anticipation of this development. "Super Max will double or triple our capacity," says Oliva. "We should be able to produce 50 to 100 percent more soil. As our sales continue to climb, we will add additional equipment and personnel as needed."

SUSTAINING THE SUCCESS

"My philosophy is not a question of achieving success," states Lisa, "but sustaining it. We want to be consistently known as the number 1 provider of custom blended potting spoils throughout the state of Florida. We want to keep our reputation high and build our customer base and vendors as we grow."

Tu-Co Peat's customers are excited as well. "They want to know when we're going to do this and when we're going to do that," says Lisa. "It's almost like the kid who hits the home run every game. The bases are loaded and they are waiting for you to come up and hit a home run."

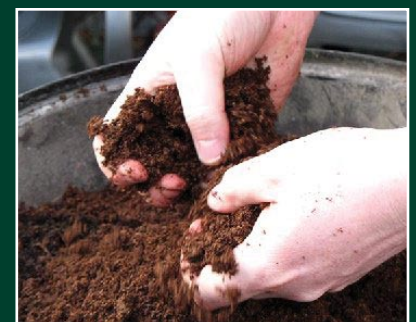
Tu-Co Peat, Inc. is serviced by GS Equipment, Tampa, Florida.

WHAT IS PEAT?

Even though it is organic, peat can be considered an economic mineral, as it is the first stage of transformation of plant matter into coal. Peat is found in both bogs and fens. Bogs form where an already high water table is fed by additional amounts of rain or snow. Fens are fed by ground water rather than precipitation. Bogs and fens produce different kinds of peat.

Sphagnum peat moss, primarily produced in Canada, is the most familiar kind in North America, and comes from bogs. Sphagnum moss is a different product and is used to line wire baskets and make wreaths. It is the living moss that grows on top of the bog. Sphagnum peat moss is dead and lies within the bog itself. Peat is mined or harvested using techniques ranging from vacuuming to block cutting to dredging, and is dependent on climate and bog characteristics.

In North America, ninety-five percent of peat is used for agricultural and horticultural purposes such as soil amendments, potting soil, earthworm farms, and golf course maintenance. Peat can filter contaminants from water. It is even used to absorb oil spills. Some places in Ireland and eastern Europe use peat as fuel because it can be converted to methanol.



PRODUCT TEST:

CUMMINS QUICKCHECK 5100

We recently had the chance to test a new engine information tool from Cummins, the QuickCheck 5100. Readers familiar with this popular handheld tool won't recognize this new version, it is so radically different and upgraded.

You don't need to bring your own PDA or adapter to the party any more. QuickCheck 5100 is a totally self-contained, handheld computer with all software pre-installed, so you can "plug and know." Everything you need to connect up to your electronic engine and your computer is included, from the connecting cables and power supply to a Pelican carrying case.

The QuickCheck 5100 is specifically designed to withstand extreme environmental conditions, from dust and humidity to dropping it while at the job site.

Getting through the menus and learning how to operate this unit was relatively easy, thanks to a combination of push-button and touch-screen commands. You don't have to be a computer wizard to use the intuitive Windows CE operating system.

The QuickCheck 5100 has a lot of capability that can help you manage not only your equipment, but your operation. You can use it to track fuel consumption by capturing gallons-per-hour on all of your Cummins powered equipment, helping to improve operator efficiency. Unlike most electronic devices, the QuickCheck 5100 can still be seen even in bright sunlight, with a large 3.8" LCD screen. But what's really exciting is all the data that it lets you view. The QuickCheck 5100 lets your technician troubleshoot engine issues by displaying fault codes. You can also look at duty cycles and engine hours giving you a better way to understand your equipment operational costs and maintenance intervals.

After we downloaded all the ECM data to a PC, we used the Cummins QuickReport software program to make sense out of all those numbers. As promised, it was quick and painless. QuickReport does require that your PC run on Windows XP or newer operating system.

You can use the QuickCheck 5100 to capture data from any electronically-controlled engine with an industry standard J1587 or J1939 datalink. That includes every wheel loader in the Kawasaki lineup from 70ZV2 wheel loader (powered by a 6.7 liter Cummins QSB) to the 135ZV equipped with a 720-hp, 12-cylinder Cummins QST30 engine.

All in all, the QuickCheck 5100 proves that good things come in small packages. Kawasaki owners should check out this powerful new handheld unit, and see how you can use it to lower fuel consumption and increase productivity. For pricing and purchase information, see quickcheck.cummins.com, contact your local Cummins distributor or call 1-800-DIESELS.



N.Y.'S KINSELLA QUARRIES

LOADS UP ON STONE, KAWASAKIS



Kinsella Quarries of Fayetteville, New York, has been serving the greater Syracuse area since 1967. The quarry's primary product offerings include crushed stone, sized stone, washed sand, and topsoil.

To meet the demands for its many products, last summer Thomas Kinsella, president of the Kinsella Quarries, took possession of a new Kawasaki 115ZV 8-yard loader. He had previously purchased a Kawasaki 95ZV 7-yard loader, which served the company well for the past six years. Both loaders came from Tracey Road Equipment.

"Kawasaki has made tremendous strides in producing loaders for the aggregate market. For many years, a couple of loader manufacturers dominated the aggregate market," says Kinsella.

"Over the last decade or so, we have seen major contractors and producers make the switch to Kawasaki. Some of the major producers that we are familiar with, including Morrissey in Philadelphia, Callanan Industries, and Lancaster Development, have made the switch and have spoken highly to us about the experience.

"The Kawasaki 95ZV has over 10,000 hours on it and we have had no significant issues. Kawasaki and Tracey Road Equipment have a long history of providing tremendous product support with our company. Our new machine, besides being larger, has a noticeably larger cab with increased visibility and our operators have commented on the machine's ease of operation," Kinsella says.

"When we made the decision to purchase a new loader, I was surprised to find that the

resale value of our Kawasaki 95ZV was just as high as its comparable competitors. We did not just automatically purchase another Kawasaki. We are very price conscious and we shop hard. Tracey Road Equipment offered us an excellent price and good delivery time, which is not always available when purchasing that size of a machine," he explains.

The relationship between Kinsella and Tracey Road Equipment goes all the way back to 1976 when Jerry Tracey purchased D.W. Clark Equipment and used it to start Tracey Road Equipment.

"We have always been impressed with our dealings with Tracey Road Equipment. They will do whatever it takes to get the job done to our satisfaction. We know that if we have any issues, they will do whatever possible

to keep us operating with little or no down time," says Kinsella.

In addition to the Kawasaki wheel loaders, Kinsella also owns a fleet of Freightliner and Western Star tri-axle trucks, which also were purchased from Tracey Road Equipment.

Long before Kinsella Quarries became an entity, there was J.P. Kinsella Coal Company founded by T.H. Kinsella, Thomas' father. In 1939, T.H. extended the sale of hand-picked stone and top soil to go along with the coal that his father sold. T.H. and his young sons Tommy and John mined the earth to provide the raw material needed for the stone walls and foundations.

In 1960, John and Tommy introduced the use of a crusher and screen to the quarry's operation. In the decades following, T.H. Kinsella has become a major source of crushed stone for eastern Onondaga and



Al Curtis, Vice President, T.H. Kinsella; Tom Kinsella, President, T.H. Kinsella; and Jerry Tracey, President, Tracey Road Equipment.

western Madison counties while it continues to serve local municipalities, private contractors, and homeowners.

Kinsella Quarries is serviced by Tracey Road Equipment.

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IF ALL A BANK LENDS YOU IS MONEY, GIVE IT BACK.

It takes more than capital to succeed, which is why CIT Construction delivers advice and insights along with financing. We have been in the construction equipment finance business longer than anyone, building relationships that now span decades and even generations. In fact, CIT Construction has been Kawasaki's primary finance source for over 15 years. We are a steadfast partner to construction and aggregate equipment users, dealers and manufacturers through all business cycles, helping them prosper by providing capital and much more. For information, call Rick MacDonald at 480-858-1410 or visit construction.cit.com.



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WORKING CAPITAL LOANS

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As the Kawasaki Sales Person of the Year, the winner of the 2006 Bill Gibbs Award is...

Bruce Davis, RECO Equipment

“ We are pleased to be awarding the 2006 Bill Gibbs award to Bruce.”

**– Gary Bell, Vice-President,
General Manager, Kawasaki**

Bruce Davis, Sales Representative, RECO Equipment, Perrysburg/Toledo, Ohio, is the recipient of the 2006 Bill Gibbs Salesman of the Year Award.

Bruce came to RECO in 2003, without a scrap of heavy equipment background. “I had been a Customer Service Manager and Inside Sales Manager for a welding manufacturer,” says Bruce. “Bob Hathaway, President of RECO, took a gamble on me. I hope it will be paying off for many years to come.”

Bruce is married to his wife of seven years, Brandy, and has two children, Lennon and Noah. A third, Emilia, is on the way. Hobbies include guitar, golf, and Wolverine football.

“I love the diversity in this industry,” says Bruce. “Every single deal is different from the next. Kawasaki is a versatile front end loader. It fits perfectly in so many

applications. I’ve sold to quarries, scrap yards, and to demolition contractors. Every single time I am amazed with the ease in which these loaders accomplish their jobs.

“Every sale that I have made is a direct result of the support from our Service Department at RECO, and the advice I receive from Hank Ottman at Kawasaki.”

“We are pleased to be awarding the 2006 Bill Gibbs award to Bruce,” says Gary Bell, Vice-President, General Manager, Kawasaki Construction Machinery. “He has earned the Kawasaki MVP award every year he has been with RECO. And he has proven to be a dedicated and highly productive Kawasaki salesman. He is committed to his customers, his company, and his suppliers. We’d like to have more salesmen like Bruce selling Kawasaki loaders!”



Bruce Davis with Gary Bell, Vice-President, General Manager, Kawasaki

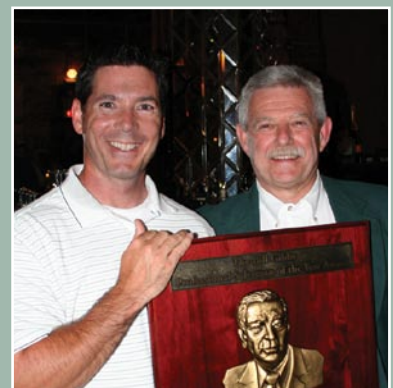


Bruce with Bob Hathaway, President, RECO Equipment

BACKGROUND ON THE BILL GIBBS AWARD



The award was established by Kawasaki as a memorial to the late Bill Gibbs, Sales Representative, GS Equipment, Inc. of Tampa, Florida, who was the number one Kawasaki Wheel Loader salesman in North America for over ten years. He was known for his professionalism and his attitude. He always represented himself, his distributorship, and his manufacturers in the most ethical manner. Gibbs passed away in February 1999. The first Bill Gibbs Award was presented for the 2000 Sales Person of the Year.



Bruce with Hank Ottman, former RECO employee who is now a Kawasaki District Sales Manager

WASTE HANDLING/REFUSE/RECYCLING

Kawasaki has developed the Waste Handling Package for all types of refuse, recycling, and processing of solid waste materials. Equipped with special guarding, cab filtration, tires, and attachments, the Kawasaki wheel loader will provide a productive and safe machine for this demanding environment.

The Kawasaki Waste/Refuse/Recycling Package is available from the 65Z through the 115Z.

Basic Package Features:

- Articulation Area Guard **1**
- Axle Brake Piping
- Front Chassis Belly Guard, Lift Cylinder Line Guard **2**
- Headlight and Tail Light Guards **3**
- Rear Chassis Belly Guard **4**
- Steel Headlight Housing
- Steel Radiator Grill **5**
- Wheel Seal Guards **6**
- Wide Fin Radiator

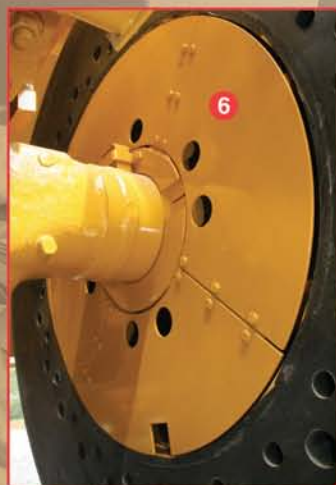
Additional Options:

- A/C Condenser Relocation/ Air Intake Screen **7**
- Alternator, Sealed Electronics
- Autolube System **8**
- Cab Air Pressurizer/Filter
- Cab Windshield Guard, Refuse, Hinged **9**
- Engine Precleaner, Turbine Style **10**
- Exhaust System Insulation
- Hydraulic Tank/Fuel Tank Guards
- Reversible Cooling Fan, Automatic
- Seal Saver™ Boots, Bucket Cylinder Seal Protectors
- Seal Saver™ Boots, Lift Cylinder Seal Protectors
- Seal Saver™ Boots, Steering Cylinder Seal Protectors
- Steel Cable Steps
- Transmission Filter Guard
- Transmission Oil Filter Assembly, Heavy Duty
- Under-Cab Shield
- Wheel Hub Studs

Photographs are representations only. Actual options will vary by model and application.

Kawasaki

One Focus. Complete Solutions.



KAWASAKI KEEPS IT SIMPLE.



In a world of increasing demands, tighter deadlines, shrinking budgets and complicated contracts, the choice in wheel loaders is simple: Kawasaki.

A FULL-LINE OF RUGGED, RELIABLE, EFFICIENT MACHINES.

- 13 models
- 96 HP – 720 HP
- 1.8 cu. yd. – 13 cu. yd.

EASY TO OPERATE.

Increased efficiency and productivity come from innovative high-tech features that allow the operator to customize and adapt to the environment and the application...from the comfort of the redesigned cab.

- Adjustable Declutch
- ELS — Efficient Loading System
- Idle Management System
- Variable Boom Kickout
- Power Mode Switch
- Ride Control

EASY TO MAINTAIN.

Even basic servicing is easier than ever, with extended greasing and oil change intervals. Not to mention:

- MODM (Machine Operation Diagnostic Module) provides essential operations and diagnostic information in an easy-to-read LED display.
- K-LINK II monitors and transmits digitally the location, hours, system alarm sensors, engine and machine performance data.
- KLEW provides fast and easy access to a total oil analysis and early warning program.

EASY TO DO BUSINESS WITH.

No run-arounds. No layers and layers of management. No distractions from competing product lines. Wheel loaders are our only business. Got a question? We'll get you an answer. Need a part? It's on its way. Quickly.

- Creative Solutions, Fast Response.
- Focused Resources, Experienced Specialists.
- Flexible Warranty Programs
- Rebuild Center

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